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September 24, 2007

Director of Patent and Trademark Office  
U.S. Patent and Trademark Office  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

**Re: US Patent Application No. 10/669,791**  
**For: SYSTEM AND METHOD FOR SEGMENTING**  
**AND TARGETING**  
**Our Reference No: 54820-00602**

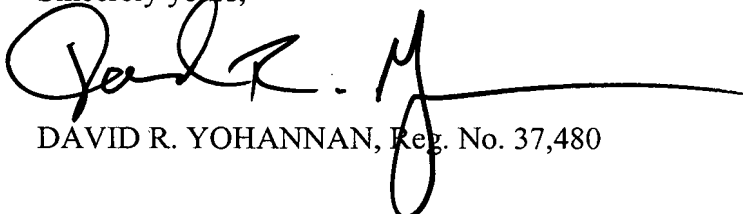
Dear Sir:

Transmitted herewith for filing in the U.S. Patent and Trademark Office are the following documents:

1. Transmittal Form (1 page);
2. Information Disclosure Statement (1 page); and
3. PTO/SB/08A along with cited references (213 pages).

Please date-stamp the enclosed copy of this letter, acknowledging receipt of the above-identified documents, and return it to us.

Sincerely yours,

  
DAVID R. YOHANNAN, Reg. No. 37,480

Enclosures